



PATENT APPLICATION
Docket No. 15184.2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Baird et al.

Serial No.: 09/875,444

) Art Unit

) 2172

Filed: June 6, 2001

For: METHODS AND SYSTEMS FOR USER
ACTIVATED AUTOMATED SEARCHING

Examiner: Isaac M. Woo

DECLARATION UNDER SECTION 1.131

The undersigned, hereby declare as follows:

1. I, Jeffrey W. Barlow, am an individual residing in Houston, Texas.
2. On March 27, 2000 I attended a lunch meeting at the Café Molise restaurant in Salt Lake City, Utah with Bruce Baird and John Zollinger, where we discussed the content of the invention made by Mr. Baird and Mr. Zollinger relating to methods and systems for user activated automated searching as embodied in U.S. patent application Serial No. 09/875,444.
3. During this meeting, I took notes of what was discussed. This is reflected by a copy of a note prepared by myself on the day of the meeting, a true and correct copy of which is attached as Exhibit "A".
4. I personally signed the meeting note and hereby declare that the signature corresponding to my name and affixed to the meeting note is indeed my authentic signature.

BEST AVAILABLE COPY

5. The date of my signature on the meeting note is March 27, 2000, which was the actual date that I signed the meeting note.

6. The ideas that were discussed at this meeting are also summarized in a "Product Synopsis" document, a true and correct copy of which is attached as Exhibit "B" that was created during this same time period.

7. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable for fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

DATED this 13th day of APRIL, 2006.

Respectfully submitted,



Jeffrey W. Barlow



• 27 MARCH 2000

HAD LUNCH DOWNTOWN (MOUSE)

W/ BRUCE BAIRD, MEETING W/ JOHN ZY

MARTY. BRUCE INVITED US TO HOME
HIS NEW IDEA: MAKE EVERY WORD

OR SENTENCE IN AN HTML DOCUMENT

A HYPERLINK, EVEN IF THE AUTHOR
DID NOT, BY ADDING SOME SOFTWARE

TO THE BROWSER. THE LINK COULD
BE AVAILABLE OR A RIGHT-CLICK,

AND BE CONFIGURABLE TO GO TO

VARIOUS SITES, LIKE A SEARCH
ENGINE TO SEARCH ON THE WORD(S)

OR A DICTIONARY, ETC.

BRUCE ASKED US TO TELL HIM

WITH SOME PRECISE WANT (INTERESTED)

OF THE IDEA. HE INSTRUCTED US
NOT TO USE ANY OF OUR OWN MONEY'S,

TIME, EQUIPMENT, SERVICES ETC. ALL

TO BE DONE ON OUR OWN TIME?

EXPT. *Jeffrey Baird*

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Product synopsis

Hyperthink.net

The product sprang from a realization that searching the world wide web did not need to be limited to html links pre-defined and embedded in web pages. Instead, any text could be immediately linked to a search engine or engines and, effectively, become a hypertext link. The searchable text includes plain text in web pages but also encompasses text in any word-processing program, spreadsheet, office suite or any other type of text.

The text to be searched can either be selected with a left double-click in most applications, or by dragging an inserted cursor (in html or, for example, Word), or by shift/arrows in Word and similar programs. Depending on the language and structure of the document containing the desired text, the text could be selected for search by just hovering. The goal is to make the product, and by extension, the web, as simple to use as possible.

Once the text is selected, a single right click brings up either a drop down menu listing search options or, again depending upon the interface with the underlying language and structure, a detailed GUI. Either way, the options available for searching can be configurable. For example, the default search could just be on the word with a particular search engine over the entire web. Options could modify the default (e.g., search the entire sentence in context, search for jpgs, use a metasearch engine, search only news/information sites, search only an intra- or extranet) or allow complete customization on a per search basis.

The program is also to be intelligent in two ways. First, it can read the terms to be search in the context of either the surrounding text or of the URL from whence it came. For example, if "cardinal" was selected as the text to be searched the intelligence would provide different search results if the text was on a sports page than it would if the text came from a bird-watching page. The second type of intelligence will be learning the user's search preferences (e.g., shopping v. information v. entertainment, etc.). This intelligence can be both programmed in at the initial log-on or learned from repeated uses.

Specialized uses include a lawyer working on a brief typing a case, selecting the text and immediately being transported to a legal search engine such a Lexis or Westlaw. A doctor reviewing a patient report emailed by a colleague could instantly search medical journals and/or drug manufacturers for the latest information on a condition, procedure or medication. On an intranet, a manager doing a personnel evaluation could access all information about a particular employee without leaving the word-processing screen. An author writing or editing a story or book could search Nexis for background information or details.

There are several potential business models. These include licensing the product to a particular portal or search engine site either generically or on a category-specific basis (e.g., legal, medical, journalism, advertising, etc.); creating our own search engine/portal with an advertising basis; providing the search results on a framed basis with either generic or term-related advertising; or, click-through compensation from commercial sites hit from the search results.

Of course, with the patent application in hand we can also just sell the idea for a small fortune in stock to a big player positioned and resourced to do the execution for us and we just sit back on our own island, play some golf, drink a few cold beers and watch their stock go up, up and away until we sell our shares and then we don't give a damn about what happens. Or something like that.